ABSTRACT OF THE DISCLOSURE

With regard to a display device having an SRAM incorporated in a pixel, a technology is disclosed, which is capable of reducing manufacturing costs by simplifying a constitution of a driver. A write voltage equivalent to white or black represented by a tone level of a normal display area is converted into a write voltage corresponding to a brightest white display or a darkest black display in the pixel, and is held in the SRAM of each pixel. In the case of normal display, display is carried out with the write voltage represented by the tone level of the normal display area. In the case of static image display, display is carried out with the write voltage corresponding to the brightest white display or the darkest black display in the pixel, the write voltage being held in the SRAM. Since the normal display and the static image display can be carried out with a write voltage supplied from one driver, the constitution of the driver can be simplified.